



# DREAM CUISINES

A  
FOOD BUSINESS  
program for  
NEWCOMER WOMEN

## DREAM CUISINES IS...

EATING, LAUGHING,  
AND CRYING  
TOGETHER

EQUIPPING WOMEN  
IN OUR STRENGTHS

COLLABORATIVE  
AND ADAPTIVE

BUILT AND LED BY  
WOMEN OF COLOUR

A PLATFORM FOR  
PEER WISDOM

REDEFINING AND  
SHARING THE TASTES OF  
HOME THROUGH FOOD

GROUNDING  
IN CARE AND  
RECIPROCITY



IMPACT REPORT 2021

## DREAM CUISINES: A PROGRAM BY FLAVOURS OF HOPE

Flavours of Hope is a CRA registered charitable non-profit social enterprise that envisions a society where refugee newcomer women thrive through cooking, community-building, storytelling, and entrepreneurship. Our mission is to support and empower refugee newcomer women to earn a livable income and build social connections in the community through cooking and sharing culinary traditions and stories. To this purpose, we develop opportunities for income-generation and entrepreneurship, and hold intercultural events that celebrate food, foster learning, and build relationships.

We launched a newcomer women food business pilot, Dream Cuisines, in March 2021 as an imaginative new program in partnership with Coho Commissary, The Women's Economic Council, Vancity Credit Union, and The Vancouver Farmers Market. Dream Cuisines works with a cohort of newcomer refugee women to provide access to mentorship, workshops, commissary kitchen space, and peer-based knowledge-sharing to propel



women's food businesses into the mainstream. This nine month peer-focused program is grounded in the understanding that women are experts in their own lives and have incredible capacity to achieve success on their terms, build community, and enact social change and impact.



**“I have worked many times for other people and every time I keep thinking that I want to do something that I feel like I love, and I want to do that for the rest of my life. So I am doing this and showing love to people through Mexican desserts and sweets. It is an amazing dream to have a business because I have met so many people through Dream Cuisines who support me in good times and hard times.”**

Angelica Davalos, Owner of Tinkerbake

[VISIT TINKERBAKE WEBSITE](#)

## DREAM CUISINES: PROGRAM PRINCIPLES

We designed our program based on our core values of hospitality, resilience, equity, diversity, and mutual transformation. Through the development of Dream Cuisines, four principles have emerged through the process of co-creating with newcomer women, mentors, community partners, and funders:



### Collaboration & adaptation:

In creating a program amidst a pandemic, we found imaginative ways to meet women's need for flexible work and economic provision for their families.



### Prioritizing peer knowledge:

We move away from traditional charity and service-provision models, and instead towards equipping women in their strengths. We notice and work to equalize power dynamics, seeking women's self-determination in decision-making.



### An anti-racist framework:

We centre the voices and wisdom of Black, Indigenous, and People of Colour (BIPOC) in building, leading and facilitating programming, especially women of colour. We acknowledge and work to combat systemic racism as we seek increased access and equity, with relationships at the centre of the work.



### Care & reciprocity:

We prioritize the work of nurturance, care, and emotional support in programming, creating platforms for reciprocal relationships and meaningful connection between women, mentors, and partners that create impact and sustain the work long-term.

By creating platforms of shared experience, and using food as a powerful common language, we make space for women to bring forward their strengths and creativity for capacity-building, economic empowerment, and relational flourishing.



## DREAM CUISINES: COMMUNITY IMPACTS

Since May 2020, we have successfully launched three small food businesses from our first cohort of newcomer women from Mexico and Egypt: Mis Cazuelas Mexican Food, Tinkerbake, and Super Dishes Egyptian Cuisine. Through establishing women's businesses, we have connected them with other immigrant and refugee women in the food world, built partnerships with local farmers and food businesses through the Vancouver Farmers Market, and worked with non-profit organizations that advocate for food security such as Fresh Roots and Growing Chefs. We have also collaborated with many BIPOC entrepreneurs in hosting food events and celebrations in the community.

For the 2022 Dream Cuisines program, we will build on our successes from our 2021 Dream Cuisines program and expand on personal, social, cultural and economic impacts such as:

- ✓ **Developing personal and professional growth with a cohort of newcomer women** including increased confidence, English language proficiency, community integration, communication skills, technological abilities, business experience, financial literacy, and leadership capacity
- ✓ **Addressing systemic barriers and enhancing equity for racialized newcomers in the food business industry** by streamlining processes (applications, permits etc.) and increasing access to sales channels including farmers markets, stores, and online marketplace
- ✓ **Increasing visibility and voices of newcomer entrepreneurs** through media stories, online articles, social media, and other public-facing platforms
- ✓ **Assisting women in earning a livable income** between \$1500 to \$2000 CAD a month to support women's families, pay rent, care for children, and reinvest earnings back into their businesses
- ✓ **Building strong support networks and meaningful connections** with entrepreneurs, mentors, advisors, and food industry leaders
- ✓ **Increasing intercultural learning and knowledge-sharing** through relational platforms, sharing circles, and community partnerships
- ✓ **Recruiting new volunteers** with a focus on engaging newcomer women

"I am a newcomer and have been in Vancouver for just 4 years, with little experience in the food industry. The Dream Cuisines program helped me to set up my food business and overcome all the obstacles I faced. Maybe one day we'll meet again, and I can introduce myself as the owner of my own store."

Huda Abd Elhamid, Owner of Super Dishes

[VISIT SUPER DISHES WEBSITE](#)



## GOALS

Launch of businesses out of commissary kitchen, selling food to the public

Visibility and recognition in the community



Earning a liveable income

**\$18,000**

earned from sales at farmers markets and events

## WHAT WE ACCOMPLISHED

(Numbers are combined for the cohort and in some cases approximated.)

**400** food sales at farmers market and events

**300** new customers

**20** media coverage pieces

**520** new followers on Flavours of Hope (FOH) Instagram

**+160%** increase in FOH website visits



Increased access to sales channels

**9** sales channels

**3** farmers markets

**4** online markets

**2** retail/grocery stores

Successful navigation of food systems and permits

**9** approved permits

**+60%** increased knowledge of navigating systems





**Building support networks and community**

- 30** connections to entrepreneurs
- 10** connections to community partners
- 12** connections to mentors
- 8** connections with newcomer women
- 5** new volunteers

**Personal & professional development**

- +50%** increased confidence
- +50%** increased self-awareness
- +60%** increased sense of community integration
- +60%** increased technological skills
- +60%** increased English language proficiency
- +50%** leadership skills
- +30%** increased cultural pride

**Collective growth & community impact**

- 30** video dairies
- 24** sharing circles
- +60%** increased sense of belonging
- +40%** increased intercultural skills
- 10** collaborations and partnerships
- 3** opportunities to give back to the community



## DREAM CUISINES: PARTNERS

Dream Cuisines was and is knit together by multiple partnerships, and collaboration was key from its inception. We are grateful for the funders and partners who helped shape this imaginative pilot program and made its inaugural run possible. We consider Dream Cuisines partnerships an integral part of program impact, as partner relationships comprise the root system that makes the continued work sustainable.



Coho, a local business that operates two commissary kitchens in Vancouver as well as a cafe, donated 6 months of kitchen use for our Dream Cuisines cohort.

Coho also donated marketing and PR services, venue space, event planning meetings and consultation, contact with staff and mentors, and were a driving force of Dream Cuisines: from envisioning the program to running it in real life.



The Women's Economic Council provided program funding and translation support, helping us build in language inclusivity and accessibility for newcomer refugee women from the start.



The Vancouver Farmers Market partnered with Dream Cuisines to provide market space, a valuable sales channel for our cohort, and access to a community of supportive fellow vendors and farmers.



Vancity provided grant funding for the pilot program and mentorship around financial literacy and banking. Through mentorship, each member of the cohort set up a business bank account.



Poli Productions contributed pro bono videography for Dream Cuisines, donating a ten-minute video that speaks to the story of the program.



**“This Dream Cuisines team has been a really great support for me. Cooking Mexican food has helped me to find myself again and teach other Mexicans to be proud of their cuisines, culture and history. Through my food business, my dream of having a big table to share in Canada is coming true.”**

Angeles Canedo, Owner of Mis Cazuelas Mexican Food

[VISIT MIS CAZUELAS WEBSITE](#)

We are thankful for photographers Sophia Hsin and Jasmine Noble that donated their creative services. Local businesses that donated goods to Dream Cuisines include: House of Funk, Sriracha Revolver, True Nosh, and The Indian Pantry.

See the next page for a summary of 2021 in-kind donations to Dream Cuisines.

## DREAM CUISINES: FUNDING

In 2022, we want to build on the 2021 Dream Cuisines program and once again offer accessible space and equitable opportunity for a cohort of three to five newcomer women entrepreneurs. The Dream Cuisines Program Budget for 2022 is \$60,500, which will cover costs such as program staff, administration, marketing and print materials, start up support, and mentorship honourariums.

We are working to diversify our revenue with grants, donations, and sales to build capacity and sustainability. As we develop decolonized fundraising strategies, we are actively seeking partnerships with value-aligned funders to create systemic change and transformative impact for newcomer women as they become equipped entrepreneurs and community leaders.



### 2021: In-Kind Donations

Donation	Amount
Cost of shared kitchen space in Coho Commissary  \$2,500 for 3 part-time kitchen stations per month for 6 months	\$15,000
Mentors' in-kind time  Estimated at 115 hours at \$30/hour, 8 mentors total	\$3,500
Pro bono creative services for branding & marketing  Approximate total value of videography, photography, and graphic design donated	\$4,500
Food products for fundraising  Value of items donated by local food businesses to support Dream Cuisines fundraising	\$1,100
<b>Total</b>	<b>\$24,100</b>

### 2021: Funding Summary

Funding Source	Amount
Women's Economic Council	\$3,500
Grant from Vancity Community Investment	\$10,000
<b>Total</b>	<b>\$13,500</b>

### 2022: Funding Summary

Note: projected. \*Connotes confirmed funding

Funding Source	Amount
Grant from Dragon Fire Foundation	\$10,000*
Grant from Vancity Community Investment	\$15,000*
Fundraising/Other	\$35,500
<b>Total</b>	<b>\$60,500</b>